



REQUEST FOR EXPRESSIONS OF INTEREST

The U.S. Consulate General Mumbai is co-producing a reality television show promoting U.S. undergraduate educational opportunities for Indian students. The show will consist of three half-hour episodes that will be aired in the summer of 2013 in India, reaching an estimated audience of at least 25 million viewers.

The U.S. Consulate seeks to partner with three U.S. undergraduate institutions to highlight their campuses and academic life through the experience of two visiting Indian students (one male and one female.) The U.S. colleges will be selected to depict a broad range of U.S. undergraduate colleges, on the basis of geographic location in the U.S., size of the student body, urban/suburban/rural campus settings, type of institutions (private, public) and other unique factors specific to individual schools. Selected colleges will have the opportunity to highlight their school, their students (focusing on international students from India), and the unique character of college within the broader range of undergraduate institutions in the United States.

Final selection of the participating colleges will be based on the following considerations and criteria:

1. Status of institution as having accredited four-year undergraduate program with resident students.
2. Commitment to host the production team (providing accommodation and board):
 - a. Production team will include two students and eight crew/production members.
 - b. Target period for shooting the show will be two weeks in April or early May, 2013.
 - c. Each college's shooting period will be for not less than 2 days, and not more than 4 days.
 - d. Ideally the college stay will include representative "dormitory" stays for the students, which would be filmed.
 - e. Accommodation for the crew would ideally be on-campus or within reasonable walking distance to campus.
 - f. Institution provided "board" arrangement would be for three meals a day, and could include cafeteria access/vouchers or meals otherwise hosted by the college. Again, the idea is to reproduce the student experience as closely as possible.
 - g. On-campus assistance with logistics (i.e. if campus is very large, use of golf cart for transport of production crew/equipment) to make best use of time.
3. Participation and collaboration from the college's public relations / marketing administrators, staff:
 - a. Pre-approval and clearances to shoot live action and B-roll footage (as determined in cooperation with the school) on-campus and college property, including dorms, classes (pre-arranged with the consent of the faculty), cafeteria, student lounges, sports facilities, athletic games, etc.
 - b. Assistance with securing any required institutional or individual release forms.
 - c. Assistance with identifying representative college students for on-camera interaction.
 - d. Communication and clearance with campus security as required.
 - e. The purpose of this reality show will be to depict U.S. colleges in a positive light. However, we will not be able to offer clearances by the college on the final product.

4. Participation and collaboration from the college's admissions administrators/staff:
 - a. We seek to collaborate with the admissions department of the selected college to identify potential student applicants from India for selection as the reality show participants.
 - b. We seek to collaborate with the admissions department in staging realistic admissions interviews and campus tours during the shooting period, perhaps to include discussions (among an admissions committee, without the student) of the individual student's strengths / drawbacks as a potential admitted student and fit with your school (to provide the audience with a sense of how admissions decision-making is "roughly" done.)
 - c. Please indicate the very LATEST date you could receive an application from the two final participants in the show.
 - d. Please indicate the SOONEST you would be in a position to make an admissions decision on the two participants in the show (a date, or days/weeks from the date of receipt of the application.)
 - e. Please indicate if you would be willing to communicate the admissions decision following the shooting schedule (April) or during the campus visit.
 - f. Ultimately, in order for the narrative arc to conclude positively, we seek for the Indian student participants to receive positive admissions decisions for at least one or ideally all three of the colleges visited. Your candid feedback (nonbinding) on the likely success of a given candidate (which would not be shared with the applicant) prior to final selection of the two student participants would be mutually beneficial.
5. Preference may be given to an institution that will be able to provide financial support (scholarship, financial aid, etc) to the student that the institution chooses to admit. Financial aid for qualified Indian students will counter perceptions that a U.S. college education is unobtainable due to cost.
6. Factors regarding Indian students and South Asian cultural elements on-campus:
 - a. Please provide the number of Indian citizen students currently enrolled at your college.
 - b. Please provide the approximate number of Hindi-speaking students at your college (of any nationality.)
 - c. Please detail the international student organization, or South-Asian student organization on your campus, and approximate numbers of active members.
 - d. Please indicate the presence of any South Asian cultural features of your college community; academic or social, i.e. South Asian origin faculty, South Asian language classes, South Asian dance classes, Bhangra groups, Cricket teams, etc.

RESPONSE INSTRUCTIONS:

Please submit a statement of interest not exceeding **5 pages** responding to the above selection criteria and questions. You may copy the above section and reply briefly following each section/subsection. An optional annex not exceeding **5 pages** describing objectives, ideas and any questions or concerns regarding participating in this reality show as presented will also be considered and potentially responded to in the course of the selection process. The final agreement between the college and the production team will be formalized through a Memoranda of Understanding (MOU.)

Responses must be received no later than 09:00 IST October 15, 2012 at the following email address:

usaINDIAshow@gmail.com Received applications will be acknowledged.